

### **AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method of communication between a first and a second user device, said method comprising:

storing, in a media delivery system, content to be delivered to said second user device, wherein said stored content is received, in said media delivery system, from a device other than said first user device and said storing allows said media delivery system to accept information pertaining to said stored content;

accepting information, in said media delivery system, from said first user device with respect to said stored content to be delivered to said second user device;

performing media negotiation ~~with~~ between said media delivery system and a system associated with said second user device to inform said media delivery system of attributes of said second user device; and

configuring, by said media delivery system, said content for delivery to said second user device as a function of said attributes of said second user device.

2. (Original) The method of claim 1, wherein said first user device and said second user device are associated with a same user, and wherein said first user device and said second user device provide said content to said user using different media modes.

3. (Original) The method of claim 1, wherein said information accepted from said first user device is with respect to content to be delivered to a plurality of user devices, said second user devices being a user device of said plurality of user devices, wherein said media negotiation is provided with respect to systems associated with said plurality of user devices, and wherein said content configuring is for delivery to said plurality of user devices.

4. (Original) The method of claim 3, wherein said content comprises advertising content referred to said plurality of user devices by a user of said first user device.

5. (Original) The method of claim 1, wherein said first user device and said second user device provide said content to respective users thereof using different media modes.

6. (Original) The method of claim 1, wherein said first user device comprises one of a wireless device and a wireline device and said second user device comprises the other one of said wireless device and said wireline device.

7. (Previously Presented) The method of claim 1, further comprising:  
forwarding, by said media delivery system, said content for delivery to said second user device.

8. (Original) The method of claim 1, further comprising:  
transcoding, by said media delivery system, said content for delivery to said second user device.

9. (Original) The method of claim 1, further comprising:  
determining, by said media delivery system, how to relay said content to said second user device as a function of said attributes of said second user device.

10. (Currently Amended) A system comprising:  
a database storing multi-media content, said stored content being uniquely identified;  
and  
a server coupled to said database and a communication network, said server configured to receive from a first user device of a plurality of user devices a message including identification of certain content of said stored content for sending at least a portion of said stored content to a second user device of said plurality of user devices as a multi-media message wherein said stored content is received, in said server, from a device other than said first user device.

11. (Original) The system of claim 10, wherein said stored content comprises different versions of a same content material.

12. (Original) The system of claim 11, wherein said different versions comprise a higher resolution version of said content material and a lower resolution of said content material.

13. (Original) The system of claim 11, wherein said at least a portion of said stored content included in said multi-media message sent to said second user is selected to optimize transmission of said message in a network associated with said second user device.

14. (Original) The system of claim 11, wherein said at least a portion of said stored content included in said multi-media message sent to said second user is selected to optimize operation of said second user device in utilizing said message.

15. (Original) The system of claim 11, wherein said at least a portion of said stored content included in said multi-media message sent to said second user is selected by said first user device.

16. (Original) The system of claim 11, wherein said at least a portion of said stored content included in said multi-media message sent to said second user is selected by said server.

17. (Original) The system of claim 10, wherein unique identification of said stored content comprises content identification codes.

18. (Original) The system of claim 17, wherein said content identification codes comprise unique codes for each of a plurality of content versions.

19. (Original) The system of claim 17, wherein said content identification codes comprise unique codes for a family of related content.

20. (Original) The system of claim 17, wherein a content identification code of said content identification codes is provided with a display of content, said content identification code being used in compiling said message from said first user device.

21. (Original) The system of claim 20, wherein said content identification code is displayed unobtrusively during said display of content.

22. (Original) The system of claim 10, wherein said first user device comprises a user device selected from the group consisting of:

- a cellular telephone;
- a personal digital assistant; and
- a computer system.

23. (Original) The system of claim 10, wherein said second user device comprises a user device selected from the group consisting of:

- a cellular telephone;
- a personal digital assistant; and
- a computer system.

24. (Original) The system of claim 10, further comprising:  
an advertisement device providing a display of content, said stored content comprising material of said displayed content.

25. (Original) The system of claim 24, wherein said advertisement device provides a user device interface for data communication with said first user device.

26. (Original) The system of claim 25, wherein said data communication provides communication of content identification information to said first user device by said advertisement device.

27. (Original) The system of claim 25, wherein said data communication provides communication of said message from said first user device to said advertisement device.

28. (Original) The system of claim 24, wherein said advertisement device comprises a device selected from the group consisting of:

- a point of sale terminal;
- a kiosk; and
- a display monitor.

29. (Original) The system of claim 24, wherein said advertisement device is disposed in a WLAN service area.

30. (Original) The system of claim 24, wherein said advertisement device is disposed in a form of public transportation.

31. (Original) The system of claim 10, wherein said multi-media message comprises a message delivered using a multi-media message service (MMS) protocol.

32. (Previously Presented) A method for communication of content, said method comprising:

storing content within a database, said database being coupled to a server;

uniquely identifying said stored content;

after said storing and identifying, receiving, at said server, from a first user device of a plurality of user devices an abbreviated message including identification of certain content of said stored content for sending at least a portion of said stored content to a second user device of said plurality of user devices as a data rich message, wherein said data rich message is selected from the group consisting of: video data and audio data;

compiling, at said server, said data rich message using said identification of said certain content to retrieve appropriate content of said stored content from said database for inclusion in said data rich message; and

transmitting said compiled data rich message to said second user device.

33. (Original) The method of claim 32, further comprising:

displaying content to said first user, wherein said displaying said content includes providing information identifying corresponding said stored content.

34. (Original) The method of claim 33, wherein said content is displayed to said first user on a device separate from said use device.

35. (Original) The method of claim 34, wherein said separate device comprises a device selected from the group consisting of:

a point of sale terminal;

a kiosk; and

a display monitor.

36. (Original) The method of claim 34, wherein said separate device provides said information identifying corresponding said stored content to said first user device electronically.

37. (Original) The method of claim 34, wherein said separate device receives said abbreviated message from said first user device.

38. (Original) The method of claim 32, further comprising:  
transmitting, by said first user device, said abbreviated message via a native network of said first user device.

39. (Original) The method of claim 38, wherein said native network comprises a cellular telephone network.

40. (Original) The method of claim 38, wherein said native network comprises a WLAN.

41. (Original) The method of claim 32, wherein said abbreviated message comprises a short message service (SMS) message.

42. (Original) The method of claim 32, further comprises:  
prior to said compiling said data rich message, identifying a version of said certain content suitable for use by said second user device.

43. (Currently Amended) A gateway server for use in a communication network where users [[may]] direct a transfer of large bandwidth messages, to other users, said gateway server comprising:

at least one database for storing content, said stored content being uniquely identified, and

distribution control apparatus for receiving from at least one of said users a unique identification of certain content of said stored content and for sending at least a portion of said uniquely identified content to a recipient identified by said one user, wherein said receiving occurs after said content has been stored and uniquely identified.

44. (Original) The gateway server in claim 43 wherein said distribution control apparatus further comprises:

selective delivery apparatus for sending said at least a portion of said uniquely identified content to said recipient only in accordance with parameters set by said recipient.

45. (Original) The gateway server in claim 43 wherein said stored content is not stored under control of said user.

46. (Original) The gateway server in claim 43 further comprising:  
transmission apparatus for sending portions of said stored content, along with corresponding said unique identity of said content, over a communication network in a non-user specific broadcast mode.

47. (Original) The gateway server in claim 46 wherein said gateway server includes said transmission apparatus.

48. (Original) The gateway server in claim 43 wherein said database is arranged to include at least one message specific to one of said users.

49. (Original) The gateway server in claim 48 wherein said message specific to one of said users is also available to selected others of said users.

50. (Original) The gateway server in claim 48 wherein said user is charged for the use of said database according to certain parameters.

51. (Currently Amended) A method for the distribution of a MMS message, said method comprising:

identifying at least a portion of multi-media content, located in a host remote, to a user, said portion having a unique identification associated therewith;

under control of said user, sending a message ~~to a~~ to said host remote from said user, said message containing said unique identification as well as the identity of at least one proposed recipient of said MMS message, wherein said portion of multi-media content is not received, in said host remote, from said user; and

upon receipt by said host of said message from said user, delivering said MMS message including multi-media content associated with said unique identification to said at least one proposed recipient.

52. (Original) The method of claim 51 wherein said host comprises a gateway server having communication access to both a cellular network and a fixed network.

53. (Original) The method of claim 51 wherein said delivering comprises: ascertaining from said proposed recipient delivery parameters for said MMS message.

54. (Original) The method of claim 53 wherein said parameters are one of more selected from the list of:

time, format of the MMS message, delivery address for the message, blocking the message in whole or in part, subject matter of the MMS message, sending user identification.

55. (Original) The method of claim 51 wherein one of said MMS messages comprises an application program requiring more computing capability than is present at the terminal of said user, said method further comprising:

allowing said user to interact with said application program without downloading the application to said user.